

VitalCAST

Case Study



More Messages in Less Space Delivers Better Communication

CLIENT

Security 1st Federal Credit Union (McAllen, TX)

PROJECT

Member/Customer Communication

PROFILE

Security 1st Federal Credit Union is a \$180 million credit union with approximately 26,000 members. The lobbies in their six branches have limited space, which in turn limits the amount of space available for advertising products and services.

OBJECTIVE

Security 1st was looking for a more innovative way to effectively advertise their products and services to members without cluttering the lobbies with too much printed material.

SOLUTION

VitalCAST was installed in all branches along with 42" LCD displays behind the tellers and 27" displays in the lobby. Additionally, OmniVUE Outdoor LCDs were installed at the main branch location in the drive up lanes.

Security 1st's marketing department delivers rotating messages in static and dynamic formats to their members. Additionally, television feeds are worked into the rotating information mix to deliver news and information to customers waiting in line.

RESULTS & IMPACT

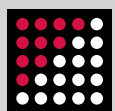
From the very first digital campaign, Security 1st knew the VitalCAST system was a success. "Tickets to our annual meeting were sold exclusively using VitalCAST," explains Marketing Director Jerry Sanchez. "We exceeded our target attendance by 250 people, with no cross-sell promotions or teller incentives."

Sanchez says member reaction and the ease of use have exceeded all expectations. "It's so easy for us to turn any newspaper or other print ad into a digital message. Plus, we can show it on the displays immediately instead of having to wait for posters to be printed and delivered."

In addition to the popularity of the system with members and the time savings for marketing staff, Security 1st has also experienced a cost savings on monthly printing. "Our printer actually called us because our volume had dropped so much they thought something was wrong. Now that we're digital, we save several hundred dollars every month on printing, plus we're creating much less paper waste at the end of every campaign."

"With VitalCAST, it is so easy to deliver targeted messages to our customers with great success. The best part is that I can see the results."

Jerry Sanchez
Marketing Director
Security First Credit Union



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www.txdigital.com • sales@txdigital.com

Toll Free (North America): 800.693.2628

Outside North America: +1.979.693.9378

Fax: 979.764.8650

400 Technology Parkway

College Station, TX 77845